OPINION MINING BASED ANALYSISOF TWEETS

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Abstract : Social media is making a synergy between people on their communication style. These platforms play a vital role in organizational activities or in personal activity. Instant life culture urges even communication to be instant. Twitter apart from social media serves as a platform that expresses sympathy and empathy instantly. Similarly the metoo movement lit the sentiments of million twitter users and their response to it. This work is about describing the key features of perception.

IndexTerms **- metoo, twitter, user behavior, sentiment.**

I. INTRODUCTION

On October 2017 Alyssa Milano spoke out about her sexual abuses using hash tag metoo. The hash tag was used between 2, 00,000 to 5,00,000 in twitter alone on that day. Another famous social media claimed 45% of US user's friends used this hash tag in their platform. Analysing such big data with details of users one can answer two major questions. Are these tweets framed positive culture among users? Is there any mislead conversations?

II. LITERATURE REVIEW

The sentimental nature of the users involved in perceptual selectivity. Perceptual selectivity can be framed around three major factors as perceiver, target and situation. Enterprises are seeking towards the cloud horizon to expand their facilities within their premises. It provides several services in the market, such as Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS). This paper discusses the challenges regarding three information security concerns: confidentiality, integrity and availability. Most of the organizations are very much concerned about the ownership of their data. This paper will not only address security challenges for cloud computing including Identity and Access Management (IAM) but also present the current state authentication, authorization and auditing of users accessing the cloud along with emerging IAM protocols and standards.

III. PROPOSED WORK

Apart from whistle blowers of the campaign metoo has to reach more of credible users who have chose not to speak. Certainly the factors have its own impact. Responding to it the tweets have created a positive culture among the users. One can happily note that has created a positive culture. One can get back the rights in case of discrimination due to physical or mental violence.

On the other side answering is there any mislead conversation occurred? That too becomes yes. Some misled info and discussion around it loosen the intensity of this movement.

Social media platform has become the next door for trade and share. The responsibility we possess is more than it demands. Hashtag kind of metoo must channelized with proper terms and policies. The discussed factors can be monitored properly to gain the best out of it. Thus we can get full stretch of sentimental analysis of any user on twitter.

IV. PERCEIVER

A person who evaluates information and gives his/her own view on the incident can be called as perceiver. The user perception involved in below steps.

ATTITUDE: Mind-set of the user

MOTIVATION: Reason for the perception

INTERESTS: User's own interest

PAST EXPERIENCE: Experience over the situation

EXPECTATIONS: Desire of the individual

IV. TARGET

The target refers how tweets reaches potential users.

INTENSITY: The strength of the message conveyed to individual.

SIZE: The volume of the message given to individual.

CONTRAST: The variance level of the message to the individual.

MOTION: The mobility nature of message.

NOVELTY: The creative nature of the message.

Which is repeatedly a stranger framework had some scattering in Infrastructure as service. For an easy understanding, we take Amazon Web Assistance and Google Cloud Floor as an example [1].

V. SITUATION

Individual's situations refers to time zone where he/she lives, places and other situational factors. This process identifies how messages reach an individual and what is their action towards them. Here the information reached to individual decoded with their perception through it individual defines his/her view over the particular information given to them. Thus we can fine tune this process as information-decoding-perception-stimulus-response-action- consequences-result.

After the perception we can find other steps involve in individual and their behavior. To analyze sentimental notion of users we have to get elements which regulates their sentiment.

Individual sentimental can be influenced by

- Personal
- Psychological
- External
- Organizational system

VII. PERSONAL

An individual's physical nature determines his/her sentimental approach towards the information.

AGE: Age is a major factor that affect behavior of the individual. Young age people will be active. Old age people will be inactive.

GENDER: Based on gender people will be differently on different situation

RELIGION: According to the religion behavior of people will differ.

VIII. PSYCHOLOGICAL FACTOR

Mental wellbeing gives more visible results over the sentimental analyses.

PERCEPTION: how people select, organize interpret. How they perceive one think differently.

PERSONALITY: Personality defines individual behavior well.

LEARNING: Individual behavior can be influenced by learning through past experiences or things

EXPECTATION: Expectation affects the individual behavior

EXTERNAL: Individuals are surrounded by society and social values. These external factors enhance the analysis further deeper.

CULTURAL: Different people from different cultural background will differ in behavior.

POLITICAL: The politician ideology of the individual affects the behavior.

LEGAL: The policies and regular terms affects the individual behavior.

Metoo certainly a wildfire that still has its flames. Google's dedicated website https://metoorising.withgoogle.com/ shows has metoo still has its potential among the users. Over 19 million tweets Metoo had and has its user followers and strong bond has created.

IX. CONCLUSION

This work is about studying the reflections on twitter relating to the metoo topic. It is about analyzing the opinions of the public. The view of every individual is based on perception. This is a reflection of their inner thoughts and assumptions which evolve out of real world experiences, happenings and real world scenarios. This work discusses the prospective features of the perception. The importance of each feature is highlighted.

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